

**PRODUCTION OF CONSTRUCTION PAINTS AND COATINGS  
PRODUCTION OF PLASTIC PACKING MATERIALS  
“BOJADIX”**

Name of the project:	Production of construction paints and coatings Production of plastic packing materials
Location:	Kraljevo (Central Serbia)
Type of project:	Expansion and modernization of existing production
Primary product(s):	Color dispersions and plastic wrapping/packing materials
Short description of the proposed investment project:	Procurement of the necessary equipment
Preparation status – available documentation:	Building a production hall, Technological project
Total value of the project:	€ 700,000
How much of a total value is expected from a foreign partner:	€ 550,000
Time period for the realization of the proposed project:	1 year
Time period for exploitation of the proposed project:	30 years
Pay-back time period:	10 years

**Short Project Description:**

The company “BOJADIX” was formed in 1990 as a 100% private enterprise, with the main occupation of production and sales of paints, polishes, car polishes, glues, and other products intended for the interior and exterior decoration of construction buildings. During 1992, the company started off a production of certain items that were previously obtained from other former Yugoslav republics, and within 6 months, “BOJADIX” reached a production output of 125 tons of paints, which was in hands of 45 employees. Today, “BOJADIX” holds three retail stores in the town of Kraljevo (Central Serbia), as well as the production facility, warehouse and the head office in the industrial zone of the city. The production program today consists of dispersive and semi-dispersive paints, facade materials, and plastic packing materials.

Today, “BOJADIX” employs 55 workers, and 25 additional ones are estimated to be hired for the proposed project. The project is justified by the increasing demand for emulsions, paints and plastic packing materials. Since these products are being imported into Serbia, the proposed project would be a good substitute for imports (50%), while the second half of the production would be intended for exports.